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09/774,768	01/31/2001	Dror Segal	32941 070591.0135	5534
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44TH FLOOR NEW YORK, 1	NY 10112-4498		ART UNIT	PAPER NUMBER
			3692	
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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•	Application No.	Applicant(s)			
	09/774,768	SEGAL ET AL.			
- Office Action Summary	Examiner	Art Unit			
ī.	Elizabeth Rosen	3692			
The MAILING DATE of this communication a Period for Reply	appears on the cover sheet w	ith the correspondence address			
A SHORTENED STATUTORY PERIOD FOR REF WHICHEVER IS LONGER, FROM THE MAILING - Extensions of time may be available under the provisions of 37 CFR after SIX (6) MONTHS from the mailing date of this communication. - If NO period for reply is specified above, the maximum statutory peni - Failure to reply within the set or extended period for reply will, by stat Any reply received by the Office later than three months after the ma earned patent term adjustment. See 37 CFR 1.704(b).	DATE OF THIS COMMUNI 1.136(a). In no event, however, may a od will apply and will expire SIX (6) MO tute, cause the application to become A	CATION. reply be timety filed NTHS from the mailing date of this communication. BANDONED (35 U.S.C. § 133).			
Status					
1)⊠ Responsive to communication(s) filed on 15	November 2007.				
3) Since this application is in condition for allow)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is				
closed in accordance with the practice unde	r <i>Ex parte Quayle</i> , 1935 C.[D. 11, 453 O.G. 213.			
Disposition of Claims					
4)⊠ Claim(s) <u>1-23</u> is/are pending in the application	4)⊠ Claim(s) <u>1-23</u> is/are pending in the application.				
4a) Of the above claim(s) is/are withd	rawn from consideration.	·			
5) Claim(s) is/are allowed.					
6)⊠ Claim(s) <u>1-23</u> is/are rejected.					
7) Claim(s) is/are objected to.	Nor alastian requirement				
8) Claim(s) are subject to restriction and	i/or election requirement.				
Application Papers					
9)☐ The specification is objected to by the Exami	iner.				
10)☐ The drawing(s) filed on is/are: a)☐ accepted or b)☐ objected to by the Examiner.					
Applicant may not request that any objection to the					
Replacement drawing sheet(s) including the corr	· · · · · · · · · · · · · · · · · · ·	• • • • • • • • • • • • • • • • • • • •			
11) ☐ The oath or declaration is objected to by the	Examiner. Note the attache	d Oπice Action or form P1O-152.			
Priority under 35 U.S.C. § 119					
12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f). a) All b) Some * c) None of:					
.1. Certified copies of the priority docume	1. Certified copies of the priority documents have been received.				
	2. Certified copies of the priority documents have been received in Application No				
3. Copies of the certified copies of the pr	<u> </u>	received in this National Stage			
application from the International Bure		h na naiwa d			
* See the attached detailed Office action for a list of the certified copies not received.					
		v.			
Attachment(s)					
1) Notice of References Cited (PTO-892)	4) 🗍 Interview	Summary (PTO-413)			
2) Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No	(s)/Mail Date			
Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date	5) Notice of 6) Other:	Informal Patent Application			

Application/Control Number: 09/774,768

Art Unit: 3692

Page 2

DETAILED ACTION

Status of Claims

- 1. This action is in reply to the Amendment and Remarks filed on November 15, 2007.
- 2. Claims 1, 5, 11, 15, and 21-23 have been previously amended.
- 3. Claims 1-23 are currently pending and have been examined.

Response to Arguments

- 4. The Examiner has pointed out particular references contained in the prior art of record within the body of this action for the convenience of the Applicant. Although the specified citations are representative of the teachings in the art and are applied to the specific limitations within the individual claim, other passages and figures may apply. Applicant, in preparing the response, should consider fully the entire reference as potentially teaching all or part of the claimed invention, as well as the context of the passage as taught by the prior art or disclosed by the Examiner.
- 5. Applicant's arguments have been fully considered but they are not persuasive.
- 6. Applicant first argues, with regard to claim 1, that Schmerken fails to disclose "a method for managing trading and system activity in a trading exchange." In response to applicant's arguments, this recitation has not been given patentable weight because the recitation occurs in the preamble. A preamble is generally not accorded any patentable weight where it merely recites the purpose of a process or the intended use of a structure, and where the body of the claim does not depend on the preamble for completeness but, instead, the process steps or structural limitations are able to stand alone. See *In re Hirao*, 535 F.2d 67, 190 USPQ 15 (CCPA 1976) and *Kropa v. Robie*, 187 F.2d 150, 152, 88 USPQ 478, 481 (CCPA 1951).
- 7. Applicant further argues, with regard to claim 1, that "Examiner's analysis of the combination of Tomasula with Schmerken is contradictory." On page 2 of Tomasula, under the "Trader Interaction" heading, Tomasula discloses that there are "four types of virtual reality" that are all related and variations of the others. These four types are flat reality, augmented reality, artificial reality, and telepresence. Tomasula states that "[f]irms will have their choice of [the] four types of virtual reality." The teachings in Tomasula merely make it obvious to use variations of virtual reality such as delivering it on a computer screen instead of having the user wear the goggles and gloves.
- 8. Applicant further argues, with regard to claim 1, that "Tomasula is a news story on a 'wishful' presentation by Erick Brethenoux prophesizing application of virtual reality technology for replacing

Application/Control Number: 09/774,768 Page 3

Art Unit: 3692

current trading floors with virtual reality floors." However, this argument lacks merit because the invention is nevertheless disclosed. Furthermore, Schmerken also discloses a virtual trading system.

- 9. Applicant further argues, with regard to claim 1, that Tomasula fails to disclose "providing an interactive decision support interface coupled to the visual display of trading activity." It is not completely clear what is meant by this limitation. When read in light of the specification (in Paragraph 0009 of the published application), "an interactive decision support interface" can best be interpreted as a "three dimensional trading floor system." It is also described as "a virtual representation of the trading floor." This is clearly disclosed in Tomasula, which discloses a "virtual trading floor."
- 10. Applicant further argues, with regard to claim 1, that Tomasula fails to disclose "at a centralized location, providing a visual display of trading exchange activity including systems activity and trading activity to a trading exchange supervisor or manager." This argument is most and Applicant should refer to the rejection below.
- 11. Applicant further argues, with regard to claim 1, that Tomasula fails to disclose "generating a two dimensional display representing an aspect view of said three dimensional model selected via the interactive decision support interface." Tomasula discloses that "Flat reality [is] where virtual reality is delivered on a computer screen." It is obvious and well known that it is essential to virtual reality that the user is able to view different aspects of the virtual reality. If the ability to view several aspects is removed, then it is no longer virtual reality. Therefore, it is obvious and Tomasula suggests that the user uses the computer screen to view different aspects of the model.

Claim Rejections - 35 USC § 103

- 12. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:
 - (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.
- 13. Claims 1-7, 11-17 and 23 are rejected under 35 U.S.C. 103(a) as being unpatentable over Schmerken (Ivy Schmerken. "Real Liffe or virtual reality." Wall Street & Technology. New York: Jan 1997. Vol 15, Iss. 1; pg 70, 3 pages) in view of Tomasula (Dean Tomasula. "Virtual trading is virtually a reality." Wall Street & Technology. New York: Oct 1995. Vol.13, Iss. 10; pg 44, 3 pgs).

Claim 1:

Schmerken discloses the limitations of:

 maintaining data representing a three dimensional model of said exchange trading areas, said model including surfaces (Page 2, paragraph 2; also see photograph at end of article).

Schmerken does not disclose, but Tomasula, however, does disclose:

- providing an interactive decision support interface coupled to the visual display of trading exchange activity (Page 3, '6th paragraph');
- receiving and maintaining in a computer memory data representing exchange activity (page 2, paragraph 2 "Trader Interaction."); and
- generating a two-dimensional display representing an aspect view of said three dimensional model selected via the interactive decision support interface, said two dimensional display including perspective views of at least some of said surfaces of said models (Page 2, paragraph 10 "Flat reality.").

It would have been obvious to anyone of ordinary skill in the art at the time of invention to include the teachings of Tomasula to the disclosure of Schmerken so that a participant in the virtual reality system would not need to wear a "space suit, goggles and gloves and be connected by a spider web of wires." This function of virtual reality is cumbersome and expensive and simply representing 3D images on a computer screen is much more simple and efficient.

Schmerken does not explicitly disclose:

- generating alphanumeric images of selected data representing trading exchange activity; and
- mapping said alphanumeric images onto selected ones of said perspective views.

However it was notoriously well known in the art at the time of invention for trading floors to utilize alphanumeric images such as stock symbols and pricing information across a ticker board. Therefore it would have been obvious to anyone skilled in the ordinary art at the time of invention to map these "real" images from a trading floor onto the virtual trading floor disclosed by Schmerken in view of Tomasula. One would be motivated to do this in order to reflect, as accurately as possible in a virtual world, the conditions of the real world environment. Furthermore, on any trading floor platform it is vital that traders have access to price quotes and other financial information, and therefore any method seeking to simulate a trading floor would be better served to provide this information.

Schmerken does not explicitly disclose:

 at a centralized location, providing a visual display of trading exchange activity including systems activity and trading activity to a trading exchange supervisor or manager.

However, it would be obvious to a person having ordinary skill in the art at the time of the invention that a supervisor or manager of the system would be essential to the invention because in order to have a virtual trading system, either a person or company would have to oversee the use of the system. Furthermore, it would be obvious that the manager or supervisor would oversee the system by viewing the activity.

Claim 2:

Schmerken/Tomasula discloses the limitations as described above. **Schmerken** further discloses:

changing said selected aspect view of said three dimensional model (page 2 paragraph 2 "move around and enter the levels of the pit. By swinging your head you can even view the ceiling and walls.").

Schmerken does not explicitly disclose, but Tomasula does disclose:

- generating a further two dimensional display representing said changed aspect view, said further two dimensional display including further perspective views of at least some of said surfaces of said model; and
- mapping said alphanumeric images onto selected ones of said further perspective views in said further two dimensional display.

As was discussed in the rejection of claim 1, Tomasula discloses the use of a computer screen to display 3-D virtual reality images and it would have been obvious then, that if the three-dimensional aspect view changed to have the two dimensional aspect view change as well. If this were not the case than the computer screen would essentially show a static snapshot image, not a dynamic environment, which is the intention of virtual reality. The same argument holds for the alphanumeric images, such as a ticker displaying financial information. To be effective, a ticker cannot be a static shot since financial information changes instantaneously. Therefore it would have been obvious to map these images onto said further perspective views to more fully mimic the real trading floor environment.

Claim 3:

Schmerken/Tomasula discloses the limitations as described above. **Schmerken** does not explicitly disclose:

 wherein portions of said two dimensional display are selectable, said selectable display portions being operable when selected for displaying further data correlated to said selectable display portions.

However it was well known in the art to be able to select portions of a display on a computer screen to display further correlated data. For instance, Schmerken discloses the users can turn on videos and monitors (Page 2, paragraph 2). It would be obvious then to allow users to select these portions, such as a video monitor of the floor, and "zoom in" on this video monitor to view the corresponding data. Again video monitors with financial data and information are prevalent on a trading floor and therefore it would be obvious to include this information on any virtual representation of said floor in order to render the environment as accurately as possible.

Claim 4:

Schmerken/Tomasula discloses the limitations as described above. **Schmerken** does not explicitly disclose:

 wherein at least some of said selectable display portions comprise said perspective aspect views, and wherein said further data is correlated to data represented by said alphanumeric images mapped onto said perspective aspect views.

However as was discussed in the rejection of claim 3, Schmerken discloses that a user can select a monitor on the trading room floor to either turn on or off or move (page 2, paragraph 3). It is well known in the art that these monitors on trading floors contain alphanumeric images relating to financial information, such as stock symbols and stock quotes. Therefore it would have been obvious to anyone of ordinary skill in the art at the time of invention to map said alphanumeric images onto the perspective aspect view (view of the monitor screen) in order to virtually reflect in accurate detail, the conditions of a real trading floor.

Claim 5:

Schmerken discloses the limitations of:

 maintaining data representing a three-dimensional model of said exchange trading area, said model including model portions representing said trading posts (Page 2 paragraph 2; also see photograph at end of article).

Schmerken does not disclose, but Tomasula, however, does disclose:

 providing an interactive decision support interface coupled to the visual display of trading exchange activity (Page 3, '6th paragraph').

It was well known in the art for a trading area to include trading posts where particular securities are bought and sold. For instance the New York Stock Exchange has 17 such trading posts. Therefore it would have been obvious to anyone of ordinary skill in the art at the time of invention to include, in a virtual reality rendering of a trading are, such trading posts for the sake of accuracy in the model. The purpose of a virtual reality is to graphically model, as accurately as possible, the conditions of particular environment. Without including trading posts in the modeling of a trading area, the model would be incomplete.

Schmerken does not disclose, but **Tomasula**, however, does disclose:

- receiving and maintaining in a computer memory data representing trading of said securities (Page 2, paragraphs 4 "Interact with his fellow traders as if they were all on the same floor."); and
- generating a two dimensional display representing an aspect view of said three dimensional model selected via the interactive decision support interface, said selected aspect view including one or more of said model portions representing said trading posts (Page 2, Paragraph 10; two dimensional display would include all aspects of 3-D rendering of a trading area, including the trading posts).

It would have been obvious to anyone of ordinary skill in the art at the time of invention to include the teachings of Tomasula to the disclosure of Schmerken so that a participant in the virtual reality system would not need to wear a "space suit, goggles and gloves and be connected by a spider web of wires." This function of virtual reality is cumbersome and expensive and simply representing 3D images on a computer screen is much more simple and efficient.

Schmerken does not explicitly disclose:

 said model portions having selectable parts being selectable and operative when selected to display further data from said computer memory correlated to said selected parts.

However Schmerken does disclose certain model portions, such as videos and monitors, which are selectable by a user in order to display further data ("turn on the videos."). It was well known in the art at the time of invention for trading posts in a trading area to

include such videos and monitors so that persons on a trading floor are provided with a continuous stream of information related to the corresponding security or market. Therefore it would have been obvious to anyone of ordinary skill to include this feature to the disclosure of Schmerken in view of Tomasula to allow a user to essentially zoom in on a particular monitor or screen in order to view further information associated with a particular trading post. In the virtual reality world, this would be the same as a trader simply viewing a particular monitor on the actual trading floor and would further enhance the virtual experience of the user.

Schmerken does not explicitly disclose:

 at a centralized location, providing a visual display of trading exchange activity including systems activity and trading activity to a trading exchange supervisor or manager.

However, it would be obvious to a person having ordinary skill in the art at the time of the invention that a supervisor or manager of the system would be essential to the invention because in order to have a virtual trading system, either a person or company would have to oversee the use of the system. Furthermore, it would be obvious that the manager or supervisor would oversee the system by viewing the activity.

Claim 6:

Schmerken/Tomasula discloses the limitations as described above. **Schmerken** does not explicitly disclose:

 generating alphanumeric images relating to securities traded at a selected trading post and mapping said alphanumeric images into selected ones of said surfaces in said two-dimensional display, and wherein said surfaces being operative when selected to display further data correlated to said related securities.

However, as was discussed in claim 5 above, Schmerken discloses that a user in a virtual reality world can turn on video monitors that exist on the trading floor. Furthermore it was notoriously well known in the art at the time of invention for these video monitors to show alphanumeric images including stock symbols and price quotes. Therefore it would have been obvious to anyone of ordinary skill to map such alphanumeric images onto the surfaces of the virtual reality world because the goal on any virtual reality world is to mirror, with as much accuracy as possible, the "real" world. On a real trading floor these monitors show alphanumeric images, therefore in the virtual world, the monitors should

display the same images. Furthermore, as Schmerken discloses, these monitors can be turned on and off in the virtual reality world, and are therefore "selectable" to display the further information on the surface of the monitor.

Claim 7:

Schmerken/Tomasula discloses the limitations as described above. **Schmerken** does not explicitly disclose:

• wherein said alphanumeric images comprise identification of said securities .

As was discussed in claim 6 it was well known in the art that the monitors such as the ones disclosed by Schmerken (page 2, paragraph 2) display information such as a particular stock symbol and price quotes. Therefore it would have been obvious to include this step to the disclosure of Schmerken in view of Tomasula so that a user on the virtual trading floor will know the security that is associated with a particular trading post.

Claims 11-17:

Further system claims would have been obvious in order to perform the previously rejected method claims 1-7, respectively, and are therefore rejected using the same art and rationale.

Claim 23:

Schmerken/Tomasula discloses the limitations as described above. **Schmerken** does not explicitly disclose:

 using the interactive decision support interface for at least one of: ensuring and enforcing compliance with the trading exchange's financial and operational requirements; checking brokers' sales practices; and monitoring specialist operations.

Official Notice is taken that it was old and well known at the time of invention for exchange managers to perform regulatory functions regarding the trading activities of participants. It would have been obvious to a person of ordinary skill in the art to include these regulatory features to the virtual reality display and interface so that all entities and function that exist in a live trading forum exist in the virtual reality as well.

Application/Control Number: 09/774,768

Art Unit: 3692

14. Claims 8-10 and 18-22 are rejected under 35 U.S.C. 103(a) as being unpatentable over Schmerken (Ivy Schmerken. "Real Liffe or virtual reality." Wall Street & Technology. New York: Jan 1997. Vol 15, Iss. 1; pg 70, 3 pages) in view of Tomasula (Dean Tomasula. "Virtual trading is virtually a reality." Wall Street & Technology. New York: Oct 1995. Vol.13, Iss. 10; pg 44, 3 pgs), and further in view of Marshall, U.S. Patent Number 5,675,746.

Claim 8:

Schmerken/Tomasula discloses the limitations as described above. **Schmerken** does not disclose, but **Marshall**, however, does disclose:

Page 10

• analyzing said data representing trading of said securities and identifying exceptional conditions relating thereto, generating image portions representing said exceptional conditions, and displaying said exceptional condition image portions in said two-dimensional display in correlation with display of model portions representing said trading posts at which said securities are traded (Marshall discloses a virtual generator for use with financial information, wherein abstract financial information is represented by real world objects (metaphors) as part of the virtual reality world (Column 3, lines 35-63). Furthermore the method of Marshall allows the user to enter "exceptional" conditions, upon which the metaphors will be displayed.).

It would have been obvious to anyone of ordinary skill in the art at the time of invention to include the teaching of Marshall to the disclosure of Schmerken in view of Tomasula, so that a user viewing a display can be alerted to a particular trend or sequence of events that has been defined as important. These alerts, in the form of images quickly and efficiently inform the user of important events and allow them to certain actions. Furthermore it would be obvious to display the corresponding images at the relevant trading post of the displayed trading area, which would provide the user with information as to the specific security to which the metaphor pertains.

Claim 9:

Schmerken/Tomasula discloses the limitations as described above. **Schmerken** does not disclose, but **Marshall**, however, does disclose:

 wherein said exceptional condition image portions are selectable and operative when selected to display further data concerning said exceptional condition (Column 4, lines 44-47).

It would have been obvious to anyone of ordinary skill in the art at the time of invention to include the teaching of Marshall to the disclosure of Schmerken in view of Tomasula, so that a user viewing a display can be alerted to a particular trend or sequence of events that has been defined as important. These alerts, in the form of images quickly and efficiently inform the user of important events and allow them to certain actions. Furthermore it would be obvious to display the corresponding images at the relevant trading post of the displayed trading area, which would provide the user with information as to the specific security to which the metaphor pertains.

Claim 10:

Schmerken/Tomasula discloses the limitations as described above. **Schmerken** does not disclose, but **Marshall**, however, does disclose:

- monitoring data processing systems used in said exchange (Column 4, lines 28-33);
- identifying exceptional conditions in said data processing systems and the locations of said exchange effected by said exceptional conditions (Column 4, lines 39-41); and
- generating image portions representing conditions of said data processing systems and displaying said exceptional condition image portions in said two dimensional display (Column 4, lines 41-47).

It would have been obvious to anyone of ordinary skill in the art at the time of invention to include the teaching of Marshall to the disclosure of Schmerken in view of Tomasula, so that a user viewing a display can be alerted to a particular trend or sequence of events that has been defined as important. These alerts, in the form of images quickly and efficiently inform the user of important events and allow them to certain actions.

Schmerken does not explicitly disclose:

 wherein these images are shown in correlation with the location of the exchange where the exceptional condition is happening.

However, as has been discussed previously it is well known in the art for a trading floor to have trading posts where particular securities are traded. Therefore it would be obvious to place an alert about a particular security, at that particular securities trading post so that a user of the system can quickly determine location of the "exceptional condition," and move to that area to take action.

Claims 18-20:

Further system claims would have been obvious in order to perform the previously rejected method claims 8-10, respectively, and are therefore rejected using the same art and rationale.

Claim 21:

Schmerken/Tomasula discloses the limitations as described above. **Schmerken** does not disclose, but **Marshall**, however, does disclose:

• wherein the computer system is further configured and programmed to receive and maintain in a computer memory real time and historical data integrated from several sources representing trading of said securities (Column 4, lines 29-33).

It would be obvious to a person having ordinary skill in the art at the time of the invention to combine this feature with the invention of Schmerken/Tomasula for the purpose of maintaining financial information that is accurate and as current as possible.

Claim 22:

Schmerken/Tomasula discloses the limitations as described above. Schmerken does not disclose, but Marshall, however, does disclose:

• the computer system is further configured and programmed to receive and maintain in a computer memory real time and historical data integrated from several sources representing trading of said securities (Column 4, lines 29-33).

It would be obvious to a person having ordinary skill in the art at the time of the invention to combine this feature with the invention of Schmerken/Tomasula for the purpose of maintaining financial information that is accurate and as current as possible.

Schmerken does not explicitly disclose:

normalized market data.

However the step of normalizing market data is notoriously well known in the art as a statistical adjustment for cyclical ups and downs in the economy. Therefore it would have been obvious to anyone of ordinary skill to include to normalized data to the system of Schmerken in view of Tomasula in view of Marshall so that the system is provided with typical financial statistics from which decisions and actions can be made.

Conclusion

15. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Elizabeth Rosen whose telephone number is 571-270-1850. The examiner can normally be reached on Monday - Friday, 8:30 am-6:00 pm est, alt Fridays off.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kambiz Abdi can be reached at 571-272-6702. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Retrieval (PAIR) system. Status information for published applications may be obtained from either, Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

KAMBIZ ABDI SUPERVISORY PATENT EXAMINER

Page 13